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Publishers Weekly

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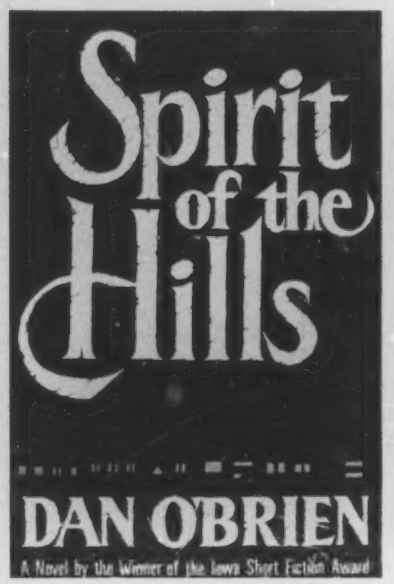

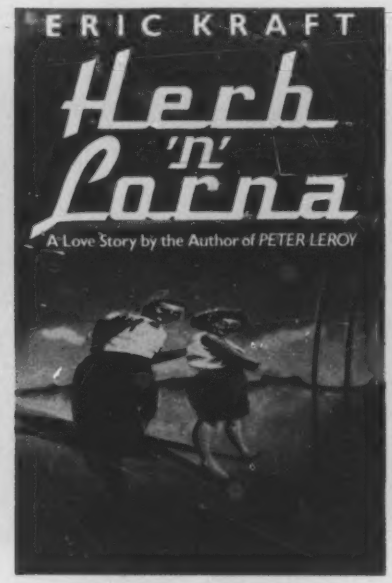

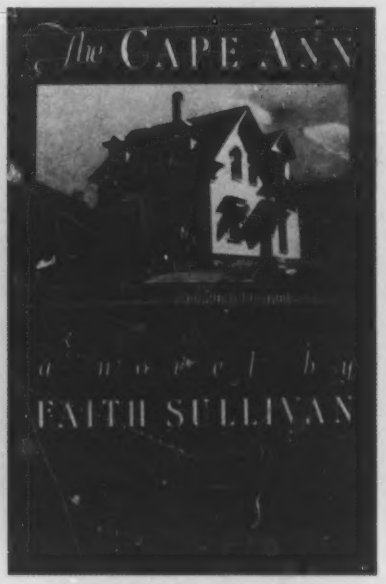

NEW VOICES

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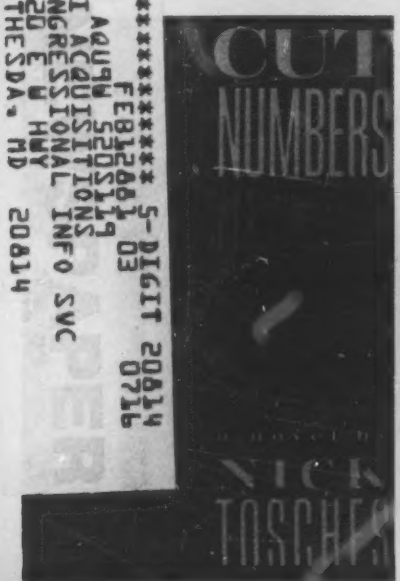
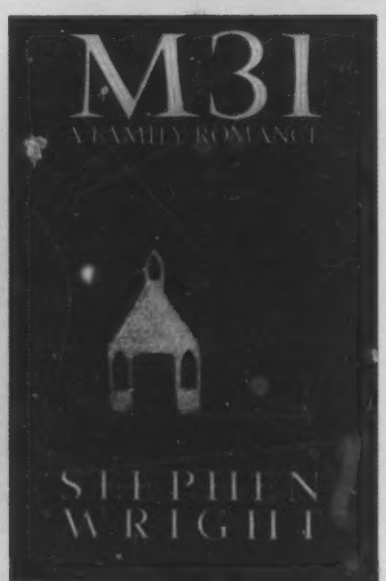


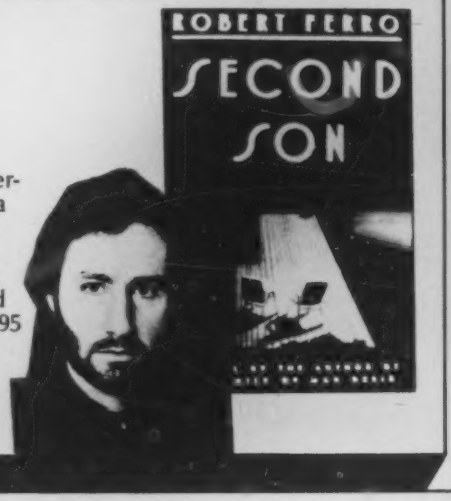


NEW VOICES IN FICTION

Second Son

by Robert Ferro
author of *The Family of Max Desir*

The Family of Max Desir became a cause célèbre among critics across America. *Second Son* is Ferro's new novel about family, love and Mark Valerian, a man stricken with a devastating disease. "*Second Son* is transcendently beautiful; exquisitely written, exquisitely restrained. Its skillfully drawn characters come alive with an incandescent power as they struggle to preserve the romance, the passion, the tenderness that is vital to body and spirit. . . .Rich, poignant, unforgettable."—Anne Rice. February. (568152) $17.95



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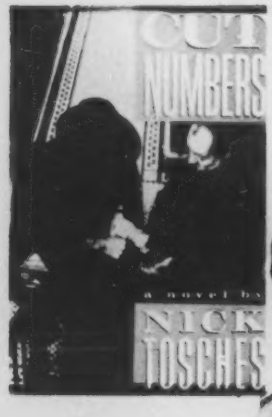


Cut Numbers

by Nick Tosches

The long awaited fiction debut from the author of *Hellfire*, *Cut Numbers* is a fast-paced thriller set inside New York's organized crime underworld—not the slick, powerful crime machine of myth but the real underworld of numbers runners, gamblers, drunks, and petty criminals. Written in the powerful style for which Tosches is renowned, *Cut Numbers* reveals the Mafia's tawdry heart in the bestselling manner of George V. Higgins. March. (568705) $17.95 *A Harmony Book*

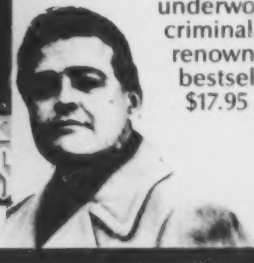
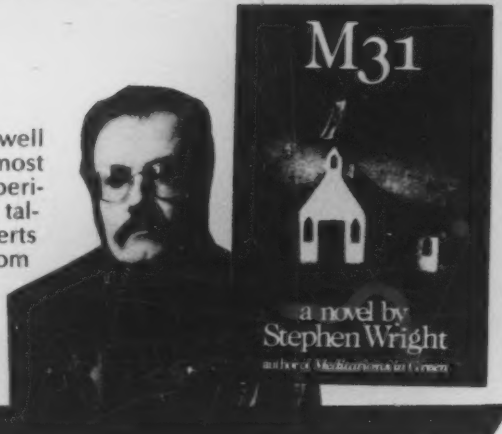


Photo: © Judith Wilmot

M31: *A Family Romance*

by Stephen Wright

Wright's first novel, *Meditation in Green*, winner of the Maxwell Perkins Prize for best first novel, was lauded as one of the most powerful and original books ever written about the Vietnam experience. *M31: A Family Romance* brilliantly confirms his remarkable talent. Through an eccentric husband-and-wife team of UFO experts (Dot and Dash!) who preach that we are all descendants of a race from Galaxy M31, Wright explores a powerful, mysterious strain of American pop culture that fascinates and disturbs millions—the world of UFO believers. April. (568691) $16.95. *A Harmony Book*



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Archbishop to Appeal Ruling On NAL Novel

In a ruling of concern to publishers of fiction, the New York State Supreme Court in Manhattan has refused to dismiss the right of privacy suit brought by Archbishop Paul Marcinkus, former head of the Vatican Bank, who sued to stop the use of his name in a novel published by New American Library earlier this year. The Court, however, refused to grant a preliminary injunction against the novel, *In the Name of the Father* by A. J. Quinnel. Lawyers for the archbishop plan to appeal.

Martin Garbus, lawyer for the defendants, New American Library and Doubleday Book and Music Clubs, said the decision was "confusing," but that it nevertheless "expands to the furthest extremes the ability of authors to use names and facts of real people in fiction."

However, other lawyers contacted by *PW* said it would be a mistake for publishers to view this decision as a license for the unrestricted use of living people as characters in novels. Lawyers familiar with the case said the lower-court ruling was inconclusive and that the outcome of the appeal would be more definitive. The denial of a preliminary injunction, while encouraging, the lawyers said, still leaves the defendants liable for damages if a violation of the right of privacy statute can be proved in a subsequent trial.

In finding that the book is "entitled to at least some degree of First Amendment protection," Justice Ethel B. Danzig denied a request for a preliminary injunction that sought the recall and destruction of all 77,000 copies of the book and to halt the use of the archbishop's name in its advertisements. However, according to Danzig's written decision, the use of the archbishop's name in prominent places on the book and in advertisements "raises the question as to whether or not defendants commercially appropriated his name."

The archbishop is charging a violation of his right of privacy under Sections 50 and 51 of the State Civil Rights Law. The law requires obtaining written consent before using the name of a living person "for advertising purposes, or the purposes of trade." Lawyers for the archbishop argued that his name and office were appropriated, in the book and in print advertising, to enhance the commercial viability of the novel in violation of the statute. NAL has discontinued all of the advertisements at issue.

Lawyers for NAL maintained that the archbishop's name was used to lend "a sense of historical accuracy," to the work. In arguing for the legitimacy of the practice, Garbus traced its use as far back as ancient Greece. "Aristophanes regularly used living persons as characters in his plays. For example, he used Socrates as a character in 'The Clouds.' " NAL also argued that the novel disseminates information about a public figure and is therefore protected by the First Amendment.

Alan Gelb, lawyer for the archbishop, said that the judge was more accepting of Marcinkus's views than the ruling indicated. "She didn't think there was a big First Amendment issue, and there is a lot here for the appellate courts to look at, and maybe ultimately the Supreme Court."

The archbishop, as head of the Vatican Bank, was implicated in the investigation of the 1982 collapse of the Banco Ambrosiano and the subsequent death of its president. The book, clearly labeled "fictitious," recounts a tale of three Vatican officials, including Marcinkus, who plan to assassinate the late Soviet premier Yuri Andropov.

—CALVIN REID

Five-Year Forecast Sees 9.1% Annual Growth

Domestic revenues of U.S. book publishers are expected to reach $16.5 billion in 1991, a 9.1% compound annual growth rate over domestic expenditures in 1986 of $10.7 billion. And the next five years, for trade and professional publishers in particular, will be especially happy ones—if a forecast by an investment banking firm specializing in the communications industry comes true.

Anthony M. Schulte, who spent nearly 20 years at Random House Inc., where he was executive vice-president and director of trade and college publishing, and who is now executive vice-president of Veronis, Suhler & Associates, in charge of the firm's book publishing activities, is optimistic for the five-year period despite the stock market's recent turbulence and any possible short-term recession.

"By all the most important financial measurements," he said, "book publishing overall should continue to show the good results it showed in 1986."

PW recently joined Schulte and Ronald Dronzek, research director of Veronis, Suhler, in gazing into the kind of crystal ball, jammed with financial projections, that investment bankers favor. These observations emerged:

• The communications industry is growing faster than the economy as a whole. In 1982 it represented 2.4% of the Gross National Product while by 1986 it had increased to 2.9% of the GNP. As part of the full range of 10 industries within communications and media included in the last Veronis, Suhler report, book publishing "is in the fast lane to start with," Dronzek said.

• Although Veronis, Suhler analyzes the results of only the 28 publicly traded U.S. companies, Dronzek pointed out that their revenues represent about half of the industry as a whole and so give a valid sample for predicting the profitability of the entire industry.

• According to Schulte, the total industry receipts in 1986 of approximately $10.7 billion of the 28 publicly traded companies tracked by Veronis, Suhler account for roughly $6 billion, and the U.S. subsidiaries of such major foreign owners as Bertelsmann, Pearson, International Thomson and Elsevier may account for another $1 billion. Thus there remains a $4 billion market representing the publishing revenues of privately owned companies ranging from the giants like Hearst and Random House Inc. to the hundreds of smaller companies.

Using a baseball metaphor, Schulte said, "Four billion dollars is a very big field to play on, and while small companies may have trouble breaking into the big leagues and hitting home runs, they can do very well with singles and doubles. Underneath the blockbuster market, there is a growing quality niche where because of the rise in chain and independent retail outlets, books that used to sell 20,000 copies, by such writers as Toni Morrison, Margaret Atwood, Anne Tyler and Pat Conroy, for example, now frequently sell 50,000 to 100,000 or more."

• The educational market, too, can be hospitable to smaller companies, Schulte said. Received wisdom holds that only the giant firms, capable of laying out $10 million to $12 million for new basal textbooks, can successfully compete. But many smaller companies are enjoying a good sales result with classroom-oriented supplementary school and library materi-

What Consumers Will Spend On Books, 1987-1991

	1982 Gross Domestic Expenditures ($ Bil)	1982-1986 Compound Annual Growth Rate (%)	1986 Gross Domestic Expenditures ($ Bil)	1987-1991 Projected Compound Annual Growth Rate (%)	1991 Projected Gross Expenditures ($ Bil)
Book Publishing Total	**7.7**	**8.6**	**10.7**	**9.1**	**16.5**
Trade	2.4	12.4	3.8	9.5	6.0
Professional	1.5	9.5	2.2	9.5	3.5
El-hi Textbooks	1.0	11.0	1.5	14.1	3.1
College Textbooks	1.1	6.0	1.4	4.0	1.9
Other	1.1	1.1	1.8	2.1	2.0

All tables from Veronis, Suhler & Associates

als—and, Schulte remarked, they don't require the big state adoptions like those of California and Texas.

• The industry can go up or down "without affecting the fortunes of energetic, creative, individual companies," Schulte pointed out. "Editorial and marketing are the key factors."

• Demographics favor trade book publishing with the increase in the 35-and-over population, traditionally the most intensive reading segment. Spending growth, Schulte predicted, will be slightly more rapid than the industry average of around 9%.

However, as Schulte wrote in the most recent report by Veronis, Suhler, "Certain major structural problems continue to impede both profitability and revenue growth in adult trade books and mass market paperbacks. They include the growing role of the major bookstore chains in creating megavolume hardcover bestsellers, the resulting 'blockbuster mentality' on the part of the larger publishers, in turn leading to seven-figure author advances, commensurately ambitious initial printings and distribution goals, inordinately large advertising and promotion expenses, and—in the all-too-frequent cases of the gambles that don't succeed—higher returns, significant royalty

1986 Performance

	Companies	Revenue ($ Mil.)	Pretax Operating Income	Pretax Operating Income Margins	Pretax Income Return On Assets
1	Addison-Wesley	150.1	17.0	11.3%	14.7%
2	Bell & Howell	177.0	25.2	14.2%	12.0%
3	Berkshire Hathaway (World Book)	285.4	20.5	7.2%	NA
4	Dow Jones (Irwin)	57.2	8.6	15.0%	22.9%
5	Educational Development Corp.	2.9	0.3	11.9%	15.4%
6	Goodheart-Wilcox	7.2	0.7	9.7%	8.9%
7	Grolier	350.6	45.9	13.1%	14.1%
8	Gulf + Western (Simon & Schuster, Prentice Hall)	949.0	140.5	14.8%	9.3%
9	Harcourt Brace Jovanovich	450.0	53.9	12.0%	8.7%
10	Harper & Row	201.4	16.4	8.1%	9.8%
11	Houghton Mifflin	321.3	35.7	11.1%	16.0%
12	Littlefield Adams & Company	2.8	(0.1)	NC	NC
13	Macmillan	428.3	69.0	16.1%	16.8%
14	MCA	132.0	16.6	12.6%	23.7%
15	McGraw-Hill	487.7	71.8	14.7%	14.8%
16	Thomas Nelson	69.4	2.6	3.8%	4.0%
17	Pioneer (Soaps & Serials mass market paperbacks)	1.1	(2.1)	NC	NC
18	Plenum Publishing	38.1	11.4	30.1%	22.3%
19	Price/Stern/Sloan	31.9	3.4	10.6%	13.1%
20	William Sadlier	17.1	(0.1)	NC	NC
21	Scholastic	180.3	7.7	4.3%	8.0%
22	Time (Time-Life Books, Little, Brown, Scott Foresman)	663.0	73.0	11.0%	9.0%
23	Times Mirror	586.8	98.3	16.7%	20.2%
24	Torstar (Harlequin)	222.7	30.0	13.5%	12.8%
25	Waverly Press	39.7	5.1	12.9%	40.2%
26	Western Publishing Group	229.9	35.2	15.3%	27.7%
27	John Wiley & Sons	213.4	17.8	8.3%	10.1%
28	Zondervan	66.4	1.1	1.7%	2.1%
	GROSS TOTAL	**6,362.7**	**805.5**	**12.7%**	**12.6%**
	ADJUSTED TOTAL	**6,131.7**	**772.4**	**12.6%**	**11.8%**

write-offs and inventory write-down charges." He believes, nevertheless, that adult trade and mass market will remain an enduringly viable sector of the industry, both for the major players who manage their assets prudently and for selective-niche publishers.

• Professional publishing, too, will grow at a rate somewhat higher than the industry as a whole, aided by the surge in the business, technical and scientific service economy. It is in many ways the most financially rewarding field of book publishing, Schulte said, because of the high margins, predictability of markets and absence of price sensitivity.

• In still another optimistic observation, Schulte noted that "books are not losing their share of the consumer dollar, relative to other forms of competing entertainment and information media." In the last five years, book publishing revenues grew at nearly the same rate—10.9%—as radio and TV—11.1%—and recorded music—11.0%.

• Striking the only negative note, the two Veronis, Suhler executives questioned the widely held belief that books are recession proof. During the two most recent postwar recessions (1980 and 1982), publishing revenues did in fact decrease somewhat more than the decline in the GNP. Nevertheless, despite any concern about a recession in 1988, Veronis, Suhler remains committed to its long-term upward forecast.

—MADALYNNE REUTER

Godine Wins 'Boston Globe' Grand Prize for Literary Presses

David R. Godine Publishers has won the grand prize for overall publishing achievement, 1983–1986, in the *Boston Globe*'s first annual Literary Press Competition. North Point Press won two of the six other categories. The competition, first of its kind in the publishing industry, honors excellence among small literary presses and is open to all such presses in English-speaking countries.

Winners in the six categories are:

Nonfiction prose: Graywolf Press for *The Delicacy and Strength of Lace* by Leslie Marmon Silko and James Wright, edited by Anne Wright.

Fiction: University of Georgia Press for *Rough Translations* by Molly Giles.

Poetry: The Ecco Press for *The Triumph of Achilles* by Louise Gluck and *Poems of Fernando Pessoa* translated and edited by Edwin Honig and Susan M. Brown.

Most valuable reprint: North Point Press for *Between Meals* by A. J. Liebling and *The Sleepwalker* by Herman Broch.

Design, graphics and reproduction: North Point Press for *Around the Day in 80 Worlds* by Julio Cortazar.

The grand prize winner receives $1000, and winners in the other categories receive $500. For 1988 guidelines, call (617) 929-2637.

The Leaders

Size: 1986 $ Mil Totals

Rank	Revenues		Pretax Operating Income		Operating Cash Flow	
1	Gulf + Western (Simon & Schuster, Prentice Hall)	949.0	Gulf + Western (Simon & Schuster, Prentice Hall)	140.5	Gulf + Western (Simon & Schuster, Prentice Hall)	147.6
2	Time (Time-Life Books, Little, Brown, Scott Foresman)	663.0	Times Mirror	98.3	Times Mirror	118.1
3	Times Mirror	586.8	Time (Time-Life Books, Little, Brown, Scott Foresman)	73.0	Macmillan	91.8
4	McGraw-Hill	487.7	McGraw-Hill	71.8	Harcourt Brace Jovanovich	83.7
5	Harcourt Brace Jovanovich	450.0	Macmillan	69.0	McGraw-Hill	81.0

Growth: 5-Year Compound Annual Growth Rate

Rank	Revenues		Pretax Operating Income		Operating Cash Flow	
1	Gulf + Western (Simon & Schuster, Prentice Hall)	50.7%	Gulf + Western (Simon & Schuster, Prentice Hall)	68.8%	Price/Stern/Sloan	108.3%
2	Price/Stern/Sloan	29.6%	Harcourt Brace Jovanovich	40.0%	Gulf + Western (Simon & Schuster, Prentice Hall)	69.7%
3	Bell & Howell	25.3%	Bell & Howell	28.3%	Bell & Howell	34.4%
4	Macmillan	19.2%	Time (Time-Life Books, Little, Brown, Scott Foresman)	27.1%	Harcourt Brace Jovanovich	32.2%
5	Houghton Mifflin	14.1%	MCA	26.4%	Macmillan	27.3%

Profitability: Pretax Operating Income

Rank	1986 Return on Assets (%)		1986 Margins (%)		82 V. 86 Margin Change (Points)	
1	Waverly Press	40.2%	Plenum Publishing	30.1%	Harcourt Brace Jovanovich	6.9
2	Western Publishing Group	27.7%	Times Mirror	16.7%	Plenum Publishing	6.6
3	MCA	23.7%	Macmillan	16.1%	Time (Time-Life Books, Little, Brown, Scott Foresman)	6.2
4	Dow Jones (Irwin)	22.9%	Western Publishing Group	15.3%	Gulf + Western (Simon & Schuster, Prentice Hall)	5.4
5	Plenum Publishing	22.3%	Dow Jones (Irwin)	15.0%	MCA	5.3